

**MINUTES**

**MARKETING, SPONSORSHIP AND  
INTERNATIONAL ENGAGEMENT  
COMMITTEE**

**16 AUGUST 2016**

**APPROVED FOR RELEASE**



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**MARTIN MILEHAM  
CHIEF EXECUTIVE OFFICER**



CITY of PERTH

**MINUTES**

**MARKETING, SPONSORSHIP AND  
INTERNATIONAL ENGAGEMENT  
COMMITTEE**

**16 AUGUST 2016**

**THESE MINUTES ARE HEREBY CERTIFIED AS  
CONFIRMED**

**PRESIDING MEMBER'S  
SIGNATURE**

**DATE:**

*6/9/2016*

# MARKETING, SPONSORSHIP AND INTERNATIONAL ENGAGEMENT COMMITTEE

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Minutes of the meeting of the City of Perth **Marketing, Sponsorship and International Engagement Committee** held in Committee Room 1, Ninth Floor, Council House, 27 St Georges Terrace, Perth on **Tuesday, 16 August 2016**.

## **MEMBERS IN ATTENDANCE**

Cr Chen - Presiding Member (entered the meeting at 4.07pm)  
Cr Limnios  
Cr Yong

## **OFFICERS**

Mr Mileham - Chief Executive Officer  
Ms Battista - Acting Director Economic Development and Activation  
Mr Fitzpatrick - Manager Business Support and Sponsorship  
Mr High - Manager Economic Development  
Mr McDougall - Principal Economic Development  
Ms Smith - International Engagement Officer (departed the meeting at 4.43pm)  
Ms Ashling - International Engagement Officer (departed the meeting at 4.43pm)  
Ms Denton - Governance Coordinator  
Ms Rutigliano - Acting Governance Officer

## **GUESTS AND DEPUTATIONS**

Nil

## **MKT123/16 DECLARATION OF OPENING**

**4.04pm** The Chief Executive Officer declared the meeting open.

In accordance with Section 5.6 of the *Local Government Act 1995*, the Chief Executive Officer sought nominations for a member to preside over the meeting.

Cr Yong nominated Cr Limnios to preside over the meeting.  
Cr Limnios accepted the nomination.

There being no further nominations, Cr Limnios accepted the nomination and assumed the Chair.

**MKT124/16 APOLOGIES AND MEMBERS ON LEAVE OF ABSENCE**

Nil

**MKT125/16 QUESTION TIME FOR THE PUBLIC**

Nil

**MKT126/16 CONFIRMATION OF MINUTES**

*Moved by Cr Yong, seconded by Cr Limnios*

*That the minutes of the meeting of the Marketing, Sponsorship and International Engagement Committee held on 26 July 2016 be confirmed as a true and correct record.*

*The motion was put and carried*

The votes were recorded as follows:

For: Crs Limnios and Yong

Against: Nil

**MKT127/16 CORRESPONDENCE**

Nil

**MKT128/16 DISCLOSURE OF MEMBERS' INTERESTS**

Nil

**MKT129/16 MATTERS FOR WHICH THE MEETING MAY BE  
CLOSED**

Nil

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**MKT130/16 CORPORATE SPONSORSHIP – AFRICA TRADE AND  
INVESTMENT FAIR 2016**

**BACKGROUND:**

FILE REFERENCE: P1033034  
REPORTING UNIT: Economic Development Unit  
RESPONSIBLE DIRECTORATE: Economic Development and Activation  
DATE: 01 August 2016  
MAP / SCHEDULE: N/A

The City of Perth has received a request for Corporate Sponsorship of \$20,000 (excluding GST) from the Australian Institute of Kiswahili Language and African Culture Pty Ltd (AIKLAC) to support the Africa Trade and Cultural Fair 2016.

The inaugural Africa-Australia Trade and Cultural Fair forms part of 'Australia-Africa Week,' which will occur annually in Perth at the beginning of September. Africa Week coincides with the Africa Down Under mining conference which has taken place in Perth for the last 15 years. This conference brings government Ministers, business leaders, and executives in the mining services industry from around the world to Perth for the week. The 2015 conference attracted more than 1000 delegates and 90 exhibitors, and presented a full three day programme of high level speakers.

Africa Week is an initiative of the federal Advisory Group on Australian African Relations (AGAAR), established in 2015 by the West-Australian based Minister for Foreign Affairs, The Hon. Julie Bishop MP and chaired by Perth-based Woodside CEO Peter Coleman. AAGAR's aim is to expand current Africa-focused activities into Africa Week by leveraging the already successful Africa Down Under and Africa Oil, Gas and Energy Conference and utilising the presence of senior visitors who will already be in Perth to entice visitors and locals to attend the new events.

Two conferences which have traditionally been held in the eastern states will now run concurrently in Perth during the Africa week:

- The fifth annual Africa-Australia Research Forum brings together industry, civil society, government and academia in an environment to explore various aspects of the extractives and resources sector as it relates to Africa. The event is being organised by the Australia Africa Universities Network and partners include The University of Western Australia, Curtin University and Murdoch University.

- The fourth annual Africa Australia Technology and Infrastructure Conference is designed to create win-win outcomes that advance prosperity in Africa and Australia through presenting trade or business opportunities, discussing key issues and facilitating partnerships. The first three conferences have resulted in ongoing capital investment of more than 150 projects in rail, water, power, airport and transport development.

The aim of the Africa-Australia Trade and Cultural Fair is to cover other fields of interest including tourism, food, culture, general trade and investment. The event will be citizen driven and aims to strengthen people to people connections with broad economic and social cohesion outcomes for Western Australia. Australia-Africa Week is seen by AAGAR as a tool to build sustainable Australia-Africa relations through a multi-pronged approach which includes government, business, and civil society. As Australia's Indian Ocean capital city, the City of Perth is seen as the ideal venue to host Africa Week in order to highlight our unique geographical links with the increasingly active continent of Africa and greater Indian Ocean rim region. Australia-Africa Week will provide an annual reminder of the importance and relevance of Africa to Australia and the unique untapped potential for the City of Perth and greater Western Australia.

#### **Summary of Event:**

The Africa Trade and Cultural Fair will aim to:

- Assist Australian companies to enter the untapped supply chain markets of Africa;
- Provide opportunities for African countries to benefit from Australia's technological advancement; and
- Showcase the range of Australian products available for import into Africa.

The event will take place over two days. On Tuesday, 6 September 2016, the event will host a day of presentations from various country representatives regarding investment and trade opportunities.

The City of Perth has been asked to sponsor part two of the Fair, which will take place on Saturday, 10 September 2016. Various country representatives and organisations will have booths throughout Forrest Place in the Perth CBD, where attendees can obtain information about trade and investment opportunities. There will also be products such as wine and food on display and available for attendees to try. Activities and performances will take place throughout the day, and senior representatives including the Premier Colin Barnett and Lord Mayor will be invited to speak around midday. The program will include:

- Presentations on investment opportunities and industry capabilities;

- Small and medium business enterprises showcasing Australian products (such as wine) with export potential to new African markets;
- Cultural performances from Perth's African diaspora;
- Business Councils and Chambers of Commerce presentations on their membership and objectives; and
- Presentations from Perth's African diaspora on their growing enterprises in Australia.

This event will be open to the public. Organisers expect around 25 organisations to participate and more than 500 people (locals and visitors) to attend the event.

### **Funding**

Organisers have estimated the total cost of the event to be \$67,500. Organisers have requested cash sponsorship of \$20,000 (about 30% of the total cost of the event). Cash sponsorship of \$7,000 (about 10% of the total cost of the event) is recommended. This percentage is in line with other similar sponsorships for key markets and international partners.

Other confirmed sponsors include the AIKLAC and African Culture and the Chamber of Commerce and Industry of Western Australia. Discussions are ongoing with Etihad Airlines, Qatar Airlines, and Air Mauritius. Woodside is a confirmed sponsor of Africa week.

### **LEGISLATION / STRATEGIC PLAN / POLICY:**

<b>Integrated Planning and Reporting Framework Implications</b>	<b>Corporate Business Plan</b>
	Council Four Year Priorities: Perth as a Capital City
	S6 Maintain a strong profile and reputation for Perth that is attractive for investment
	S6.5 Implement the International Engagement Strategy

### **Policy**

Policy No and Name: 18.8 – Provision of Sponsorship and Donations

### **DETAILS:**

#### **Eligibility for Sponsorship:**

<b>Criterion</b>	<b>Satisfied</b>
Supports for promotional material (such as publications and films) which positively position the City of Perth	Yes
Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes



**Markets / audiences who will be exposed to sponsorship information:**

The City of Perth's sponsorship of the Africa Trade and Cultural Fair 2016 will be exposed to a broad audience, including:

- Australian and African State and Federal Government officials;
- Australian and African business, community, thought and policy leaders; and
- Africa Week's extensive database of thousands of contacts around the world.

**Promotion of City of Perth to markets / audiences:**

The African Trade and Cultural Fair will promote the City of Perth's support for this event as per the sponsorship benefits outlined in the recommendation section of this report. The benefits and exposure from this promotion will be global.

The City of Perth will be promoted to markets/audiences through the following channels:

- Africa Week newsletters, promotional material and media releases;
- Australian print, broadcast, radio, online and social media; and
- African broadcast, radio, online and social media.

**Assessment of Application (Corporate):**

**1. The opportunity the sponsorship provides to enhance the image of the City of Perth.**

Sponsorship of the Africa Trade and Cultural Fair 2016 presents an opportunity for the City of Perth to promote its position as a leader in international collaboration, an international tourism destination, and a desirable location for international investment. The initiative will help to enhance the profile of the City of Perth as a hub for mining, oil and gas, technology, culture and tourism on an international scale.

The sponsorship also meets the principles and goals of the City of Perth's International Engagement Strategy – Looking West:

- Focusing on the international promotion of Perth;
- Positioning Perth as a great place to work, live, study, visit and do business;
- Developing closer relationships with other international cities;
- Adding to the exchange of cultural awareness, knowledge, skills and experiences; and

- Facilitating community and private sector involvement in international relationships by enhancing worldwide connections through cultural, educational, sporting and community relationships.

**2. The value of the increased good will from markets / audiences exposed to the sponsorship by the City of Perth.**

The City of Perth will continue to build its reputation globally as a strong supporter of international engagement and a leader in cultural and business collaboration.

**3. Contributes towards the achievement of one or more of the City of Perth's marketing objectives.**

- to position the city as a city of regional and international significance;
- to increase visitation to the city;
- to increase economic investment in the city; and
- to create a vibrant, energetic 24 hour city.

The project meets the following objectives:

To position the city as a city of regional and international significance:

- The City of Perth will be recognised as a key city in the Indian Ocean region that contributes to international collaboration and business development;
- The Australian and African markets will be exposed to promotional material and online and print media coverage of Africa Week;
- The event will attract key government and business executives from Africa and around the world and expose them to the many opportunities available in Western Australia; and
- This investment will also bring intangible benefits in the form of Western Australia being promoted as a tourism destination and an ideal city for investment.

To increase visitation to the city:

- The Africa Trade and Cultural Fair 2016 will promote Perth as a city that offers stability and a desirable lifestyle, and which has a proven record of success in facilitating business collaboration throughout the region; and
- The range of events and activities proposed throughout Africa Week will draw crowds into the CBD and give them an opportunity to visit our restaurants, bars, and shops outside of conference hours.

To increase economic investment in the city;

- This event will showcase Perth's work in international affairs and the cultural, artistic, educational, and economic benefits it brings to our city;
- It will also promote Perth as an attractive investment destination and inject money directly into the Western Australian economy;
- Australia's two-way goods and merchandise trade with Africa has increased over the past decade from around \$6 billion in 2004-05 to \$8.5 billion in 2014-15. Australian investment in Africa is estimated to be worth around \$30 billion, which is equivalent to the combined total of our investment in Korea, India and Thailand. The majority is in mining, with more than 200 ASX-listed companies operating more than 700 projects in 35 countries. Africa is the single biggest market for Australian Mining, Equipment, Technology and Services (METS) companies outside of Australia; and
- Africa Down Under conference organisers estimate that approximately 50% of delegates in 2015 came from interstate and overseas. Assuming delegates stayed at least four nights in Perth for the three day conference, this event has an economic value of over \$500,000 for the local economy. The additional events scheduled throughout Africa Week 2016 are expected to draw more delegates for a longer period of time which would produce an even greater economic value for the local economy.

The benefits provided to the City of Perth are detailed in the recommendation section of this report.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 93 A08 000 7901	
BUDGET ITEM:	Business Support and Sponsorship – Donations and Sponsorship	
BUDGET PAGE NUMBER:	85	
BUDGETED AMOUNT:	\$55,000	This component is: \$55,000 <b>International Engagement - Donations and Sponsorship</b>
AMOUNT SPENT TO DATE:	\$21,867	
PROPOSED COST:	\$7,000	
BALANCE:	\$26,133	

All figures quoted in this report are exclusive of GST.

**COMMENTS:**

It is recommended that the Committee approves sponsorship of \$7,000 (excl. GST) to be recognised as a key sponsor of the Africa Trade and Cultural Fair 2016.

The Africa Trade and Cultural Fair 2016 presents an opportunity for Perth to host an international event that will facilitate future economic development benefit to the City of Perth, its rate payers and its businesses through future Africa Week events as well as potential projects and partnerships formed during the conferences.

**4.07pm**            **Cr Chen entered the meeting.**

***Moved by Cr Limnios, seconded by Cr Chen***

***That the Marketing, Sponsorship and International Engagement Committee:***

- 1. approves cash Corporate Sponsorship of \$7,000 (excluding GST) to the Australian Institute of Kiswahili Language and African Culture Pty Ltd to present the Africa Trade and Cultural Fair on Saturday, 10 September 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
  - 2.1 naming rights for the event to the City of Perth as “The City of Perth Africa Trade and Cultural Fair”;***
  - 2.2 the City of Perth crest to appear on all promotional material to be distributed globally through Africa Week channels across Australia and Africa;***
  - 2.3 City of Perth printed marketing material to be distributed at the Africa Trade and Cultural Fair;***
  - 2.4 an opportunity for the Lord Mayor, or City of Perth representative to give remarks at the event;***

***(Cont'd)***

*2.5 priority opportunity to host a dinner for high level African Ministers and other visiting senior delegates at our cost;*

**3. a detailed acquittal report, including all media coverage obtained, by 28 February 2017.**

The votes were recorded as follows:

**For: Crs Chen, Limnios and Yong**

**Against: Nil**

**4.19pm Cr Chen assumed the Chair.**

**MKT131/16 CORPORATE SPONSORSHIP – NATIONAL  
ECONOMIC DEVELOPMENT CONFERENCE 2016**

**BACKGROUND:**

FILE REFERENCE: P1033034  
REPORTING UNIT: Business Support and Sponsorship  
RESPONSIBLE DIRECTORATE: Economic Development and Activation  
DATE: 2 August 2016  
MAP / SCHEDULE: Schedule 1 – Technical Tour Map

Economic Development Australia (EDA) is the peak national not-for-profit body for economic development professionals in Australia. The organisation represents members from all levels of government, academia and research, industry, tourism, regional and local development agencies. Current membership of EDA is over 400.

EDA runs the only national accreditation scheme for Economic Development Professionals and has partnerships with key international Economic Development bodies in the United States, Canada, New Zealand and Europe, as well as with a number of State Local Government Associations.

EDA's National Economic Development Awards for Excellence celebrate the nation's most innovative and successful case studies and practitioners.

### **Summary of Event**

The 2016 National Economic Development Conference will be held at the Mandoon Estate and Homestead Brewery in the Swan Valley from Wednesday 5 to Friday 7 October 2016.

The conference is to be hosted by the City of Swan and will feature over 30 presentations, panels and a trade exhibition. The entire conference will revolve around the two central themes of:

- Local Government leading the way in economic development; and
- Collaborating to achieve economic and infrastructure priorities.

The conference will include a Welcome Party, Cocktail Dinner, and the Annual National Economic Development Awards for Excellence. In addition, delegates will be offered a half-day masterclass on why university partnerships are essential to achieve regional growth and prosperity. The conference has been held annually since 2007 and 2016 is the first year that the conference will be held in Western Australia.

The conference is expected to attract practitioners from interstate and overseas, representing all levels of government and other aligned organisations in WA. Organisers anticipate an attendance of 200 at the event.

### **Pre-Conference Tour**

The City of Perth sponsorship is proposed to go towards sponsorship of the pre-conference technical tour. The tour will involve approximately 45 interstate representatives touring recent developments in the metropolitan area, whilst hearing from local experts. The tour is proposed to include the Midland Railway Workshops, Perth City Link, a walking tour of the City of Perth Library and Cathedral Square, Perth Stadium and Elizabeth Quay, before finishing at Kings Park.

City of Perth Economic Development Officers are working closely with conference organisers on key Economic Development projects to be showcased in this tour as part of our sponsorship benefits. Details of this tour are included on Schedule 1 attached.

### **Funding**

Organisers have detailed several sponsorship packages ranging from \$2,000 to \$25,000 and offering different opportunities and benefits. The technical tour sponsorship package valued at \$5,000 is recommended as it brings conference attendees to the City to visit key developments and initiatives which the City has been involved with.

The conference currently has confirmed sponsorship from the City of Canning, City of Wanneroo, Perth Airport and McLeods Barristers and Solicitors.

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning  
and Reporting  
Framework  
Implications**

**Strategic Community Plan**

Council Four Year Priorities: Perth as a Capital City  
S6 Maintain a strong profile and reputation for Perth  
as a city that is attractive

**Policy**

Policy No and Name: 18.8 – Provision of Sponsorship and Donations

**DETAILS:**

**Eligibility for Sponsorship:**

<b>Criterion</b>	<b>Satisfied</b>
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes
Events and activities held outside of the City of Perth which will increase awareness of, and goodwill for, the City of Perth	Yes
Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes

**Markets / audiences who will be exposed to sponsorship information:**

The City of Perth sponsorship will be promoted to National and International Economic Development Practitioners, including all levels of government, tourism and local development agencies.

**Promotion of City of Perth to markets / audiences:**

The City of Perth will be promoted as per the benefits outlined in the recommendation section of this report. In addition, the city and its developments and attractions will be showcased to an audience of national and international practitioners which is the primary benefit of this sponsorship.

**Assessment of Application (Corporate):**

**1. The opportunity the sponsorship provides to enhance the image of the City of Perth.**

The event will showcase the City of Perth's work in the field of Economic Development and Activation and allow opportunities to speak to city

developments to a relevant audience. In addition, sponsorship will allow the opportunity to network directly with key industry bodies and Economic Development Practitioners, some of which are expert in certain fields.

**2. The value of the increased good will from markets / audiences exposed to the sponsorship by the City of Perth.**

Sponsorship of this conference by way of the technical tour aligns the City of Perth with the National Economic Development body.

The sponsorship additionally provides an opportunity for the City of Perth to develop close relationships with key related organisations and position itself as a leading local government in the Economic Development area.

**3. Contributes towards the achievement of one or more of the City's marketing objectives.**

- To position the city as a city of regional and international significance:

The event will position the city as a city of regional and international significance through showcasing key Economic Development and infrastructure projects including the City of Perth Library and Cathedral Square.

- To increase economic investment in the city:

The sponsorship has the potential to increase economic investment in the City.

**4. Benefits to be provided to the City of Perth.**

The benefits provided to the City of Perth are detailed in the recommendation section of this report.

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL43 B20 000 7911
BUDGET ITEM:	Conferences - Economic Development
BUDGET PAGE NUMBER:	83
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	\$24,000
AMOUNT SPENT TO DATE:	\$0
PROPOSED COST:	\$5,000
BALANCE:	\$19,000

All figures quoted in this report are exclusive of GST.



**COMMENTS:**

The National Economic Development Conference 2016 will be held in the Swan Valley. As part of this conference the City has an opportunity to sponsor the Technical Tour associated with the event, allowing it to showcase key city projects and initiatives to an audience of National and International Economic Development Practitioners. It is recommended that the Marketing, Sponsorship and International Engagement Committee approve sponsorship of \$5,000 (excluding GST) for the technical tour as part of the National Economic Development Conference 2016.

**Meeting Note:** The Committee requested that information on sponsorship amounts from other Local Governments and government agencies be included in all future sponsorship reports.

***Moved by Cr Yong, seconded by Cr Limnios***

***That the Marketing, Sponsorship and International Engagement Committee:***

- 1. approves cash Corporate Sponsorship of \$5,000 (excluding GST) to Economic Development Australia to present the technical tour as part of the National Economic Development Conference 2016 from Wednesday 5 October to Friday 7 October 2016;***
- 2. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
  - 2.1 the City of Perth crest to appear on all promotional material for the event;***
  - 2.2 the City of Perth crest to appear on the event website with a hyperlink to the City of Perth website;***
  - 2.3 the City of Perth to provide input into key initiatives to be showcased in the technical tour;***
- 3. a detailed acquittal report, including all media coverage obtained, by 16 November 2016.***

The votes were recorded as follows:

**For:** Crs Chen, Limnios and Yong

**Against:** Nil

## **MKT132/16 CORPORATE SPONSORSHIP – WEST TECH FEST 2016**

### **BACKGROUND:**

FILE REFERENCE: P1033034  
REPORTING UNIT: Business Support and Sponsorship Unit  
RESPONSIBLE DIRECTORATE: Economic Development and Activation Directorate  
DATE: 15 July 2016  
MAP / SCHEDULE: N/A

Commencing in 2011, West Tech Fest is a conference series attracting approximately 350 participants. The five day program combines entrepreneurship, investment and technology with high level networking events bringing together business, education and community.

West Tech Fest delivers approximately ten events over the duration of the program including the OzApp Awards judging, Tech Board, Blue Chilli Hackathon, Springboard, a female founders event and a student event expected to attract over 20 schools, planned in conjunction with Just Startit, CCI, Landgate and Datacom.

The OzApp Awards provide a forum for mobile, web and cloud startups from across the Asia Pacific region to present their ideas to, and network with, investors and entrepreneurs from organisations such as Samsung, Google, Twitter and Facebook.

Initiated by Curtin University and Bill Tai (leading venture capitalist and regular startup investor in Australia), the OzApp Awards app competition aims to foster dialogue and collaboration between innovators, researchers, investors and industry, and to further stimulate innovative business culture around Australia. The potential impact of the disruptive digital and internet technologies on WA's economy could be substantial as a percentage of Gross State Product in future years.

The OzApp Awards have been held in Perth for four years and are open to all residents of the Asia Pacific region, both individuals and companies.

West Tech Fest and OzApp Awards are presented by Fremantle based communications and public relations company 32 Degrees South Group Pty Ltd. 32 Degrees South Group Innovation Director and Co-Founder Paula Taylor is Executive Producer of OzApp Awards and West Tech Fest and has successfully built and delivered the event over the last four years.

**Summary of Event:**

The West Tech Fest will run for five days from Monday, 5 December until Friday, 9 December 2016. Events will be held in venues around the city including several at the Perth Town Hall.

The festival program will feature inspiring keynote speakers, interactive workshops, networking events, mentoring sessions, educational workshops and community events.

The OzApp Awards are open to all residents (individual or businesses) of the Asia Pacific region. Applicants to the competition are judged on what their app offers the market, the need for the product and its revenue potential.

Finalists pitch their app concept to OzApp Awards' audience and an international judging panel. Winners are awarded cash, in-kind resources and mentoring advice to build and launch their apps.

The final judging will be held in Perth, Western Australia as part of West Tech Fest. The top five finalists of the OzApp Awards will be invited to pitch to leading venture capitalists, tech judges and industry experts from across the globe in Perth as part of the festival.

**Past Support**

The City of Perth has sponsored the West Tech Fest/OzApp Awards since 2014. Sponsorship amounts are listed in the table below.

<b>Financial Year</b>	<b>Sponsored Component</b>	<b>Cash Sponsorship</b>	<b>In-Kind Sponsorship</b>
2014/15	OzApp Awards	\$10,000	
2015/16	West Tech Fest & OzApp Awards	\$29,000	\$7,000
<b>2016/17 requested</b>	<b>West Tech Fest &amp; OzApp Awards</b>	<b>\$20,000</b>	<b>\$30,000</b>
<b>2016/17 recommended</b>	<b>West Tech Fest &amp; OzApp Awards</b>	<b>\$20,000</b>	<b>Up to \$15,500</b>

An acquittal report for the 2015 event has been received by the City of Perth and is available on the Elected Member Portal (TRIM 8033/16). Key highlights from the acquittal report include:

- Approximately 350 attendees at the OzApp awards and further attendances at other events held as part of the 2015 West Tech Fest;
- Speakers included five international guests including Ambassador of the United States of America, John Berry;
- Website attracted 121,963 page views from 7 July 2015 to 31 December 2015; and
- OzApp awards received 202 entries from five countries in South East Asia including 183 Australian entrants, of which 71 were Western Australian.

The acquittal report is considered to demonstrate a satisfactory acquittal of the City of Perth's previous funding.

### **Success Stories**

Anvitha Vijay, a nine year old student from Melbourne, attended the February 2015 West Tech Fest and won a Commendation Prize in the OzApp Awards. She had created an app that helps teach children about different species of animals. In early 2016, Anvitha was specifically invited to attend Apple's Worldwide Developer Conference and received a shout out from Apple CEO Tim Cook as representing the future of app/software development.

Hamish Finlayson, an 11 year old student from Queensland, living with Autism Spectrum Disorder has created four different apps. Hamish was flown over from Queensland by the West Tech Fest organisers to participate in the December 2015 West Tech Fest program. Hamish was awarded with a special encouragement award from US Ambassador John Berry and later went to the US through an invitation to attend President Obama's Global Entrepreneurship Summit (GES) which was held in Silicon Valley.

### **LEGISLATION / STRATEGIC PLAN / POLICY:**

#### **Integrated Planning and Reporting Framework Implications**

#### **Strategic Community Plan**

Council Four Year Priorities: Perth as a Capital City  
S6 Maintain a strong profile for Perth as a city that is attractive for investment

#### **Policy**

Policy No and Name: 18.8 – Provision of Sponsorship and Donations

**DETAILS:**

**Eligibility for Sponsorship:**

<b>Criterion</b>	<b>Satisfied</b>
Awards, presentations, acknowledgement for excellence in relevant professional fields	Yes
Support for activities which award endeavour in community service	Yes
Support for the activities of organisations or individual which provide positive positioning for the City of Perth	Yes

**Markets/audiences who will be exposed to sponsorship information:**

The festival audience is expected to comprise of creative industries professionals, aspiring entrepreneurs and venture capitalists in the Asia Pacific region, key local and international sponsors, local, national and Asia Pacific media, local universities including Curtin University, Murdoch University, Edith Cowan University and the University of Western Australia and investor, industry and government representatives.

**Promotion of City of Perth to markets/audiences:**

The City of Perth will be promoted to markets/audiences as per the recommendation section of this report.

**Assessment of Application (Corporate):**

**1. The opportunity the sponsorship provides to enhance the image of the City of Perth.**

The City of Perth's support for West Tech Fest will contribute to the growing recognition of Perth as a destination for pioneering the development of innovative technology.

The City of Perth will receive significant international exposure through promotion of the event in key markets such as Singapore, Hong Kong, South Korea and Taiwan.

In 2015, entrants from Australia, Indonesia, New Zealand, Singapore and Hong Kong were represented in the OzApp Awards, demonstrating the awards growing international profile and recognition of Perth as an attractive technology and innovation centre.

**2. The value of the increased good will from markets/audiences exposed to the sponsorship by the City of Perth.**

The City of Perth's role in supporting the development of Perth's growing creative industries sector and in attracting innovative businesses to the city will be promoted locally and internationally to key target groups. Technology based startups are recognised as integral to the development of a modern knowledge economy and sponsorship of this event will help to strengthen industry networks, inward investment and attract innovative industries to the city.

The City of Perth will benefit from the promotion of this event in international markets and networks and will also benefit from the media coverage of the event.

**3. Contributes towards the achievement of one or more of the City of Perth's economic development objectives.**

To position the City of Perth as a city of regional and international significance

- Interstate and international markets will have access to marketing material and media for this event;
- The City of Perth will be recognised as a supporter of innovation, entrepreneurship and startups;
- The event will enhance Perth's growing reputation as a developing knowledge industries hub of global significance; and
- The City of Perth will be promoted as an attractive investment opportunity in the innovation and knowledge economy field.

To increase visitation to the City of Perth

- Over 2,000 (expected) attendees will visit Perth for the event, with interstate and international attendees totalling 500. These visitors are expected to stay in Perth an estimated five nights; and
- A future outcome of this project will be to encourage the creation or investment in innovative new businesses in the city that will in turn increase business visitation to the city and to assist in business occupation of vacant premises.

To increase economic investment in the city

- The West Tech Fest and OzApp Awards will connect Perth-based entrepreneurs with potential investors from around the world.

#### **4. Benefits to be provided to the City of Perth**

The benefits provided to the City of Perth are detailed in the recommendation section of this report.

#### **FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	937930007901
BUDGET ITEM:	Recreation and Culture – Other Culture – Other Cultural Activities
BUDGET PAGE NUMBER:	
	<b>BUDGET ITEM</b>
BUDGETED AMOUNT:	\$198,000
AMOUNT SPENT TO DATE:	\$25,000
PROPOSED COST:	\$20,000
BALANCE:	\$153,000

All figures quoted in this report are exclusive of GST.

#### **COMMENTS:**

It is recommended that Council approves sponsorship of the West Tech Fest.

The objective of the City of Perth Policy 18.8 - Provision of Sponsorship and Donations is to exploit opportunities to enhance the corporate image of the City of Perth and generate goodwill from significant stakeholders.

Premier sponsorship of West Tech Fest will deliver positive outcomes for the City of Perth by demonstrating its firm commitment to supporting startups and entrepreneurial activity within the creative industries. Creative industries has been identified as a key service area of the City of Perth's Economic Development Unit and one to develop and support, specifically to encourage entrepreneurs, new ideas and innovative businesses and is a key sector that can address vacancy rates within the city.

The event aims to build Western Australia as a rival to the eastern states as a destination for pioneering the development of innovative technology, therefore contributing to Perth's growing reputation as a creative hub. The recent Startup Ecosystem Report 2015/16 co funded by the City of Perth noted the importance of this event recommending that the West Tech Fest should be supported to expand its scale and exposure for the local ecosystem under the aim of building a strong, supportive entrepreneurial "startup" culture.

Additionally, the City of Perth will benefit from the inbound visitation associated with the event REMPLAN the City of Perth's economic impact modelling tool estimates that the event will contribute over \$900,000 to the local economy through the value of hotel accommodation and associated visitor expenditure. This equates to a return on investment of 1:25.

There is also resulting flow on economic benefit from supporting the local ecosystem in networking amongst potential capital funding pools and opportunities.

**Meeting Note:** The Committee requested information on the application dates of the event. The Acting Director Economic Development and Activation will distribute to Elected Members.

***Moved by Cr Limnios, seconded by Cr Yong***

***That Council:***

- 1. approves cash Corporate Sponsorship of \$20,000 (excluding GST) to 32 Degrees South Group to present West Tech Fest 2016, including the 2016 OzApp Awards and associated events, from Monday, 5 December to Friday, 9 December 2016;***
- 2. approves additional in-kind sponsorship, up to the value of \$15,500 (excluding GST) being for:***
  - 2.1 waiver of hire fees associated with three days use of the Perth Town Hall;***
  - 2.2 a City of Perth hosted reception for the OzApp Awards closing event and awards ceremony;***
- 3. notes that the event organisers will provide the following sponsorship benefits to the City of Perth:***
  - 3.1 recognition as Premium Sponsor in promotions and advertising relating to West Tech Fest events including but not limited to posters, flyers, banners, event programs and OzApp Awards promotional material;***
  - 3.2 recognition as Premium Sponsor in electronic promotions and advertising relating to West Tech Fest events;***

***(Cont'd)***



- 3.3 co-branded signage to feature at the OzApp Awards venue;***
- 3.4 inclusion of the City of Perth crest and active weblink on the sponsor page of West Tech Fest website;***
- 3.5 inclusion of the City of Perth crest on the banner and footer of the OzApp Awards homepage;***
- 3.6 display of the City of Perth crest on display screens at West Tech Fest events;***
- 3.7 one full page advertisement featured in OzApp Awards Program;***
- 3.8 opportunity to display up to five City of Perth pull-up banners at event venues;***
- 3.9 City of Perth crest featured in post-event footage and presentations;***
- 3.10 naming rights to a West Tech Fest panel discussion and social event or networking lunch;***
- 3.11 opportunity for the Lord Mayor to open an official West Tech Fest event;***
- 3.12 verbal recognition of the City of Perth support and of Elected Member attendance at West Tech Fest events;***
- 3.13 opportunity to distribute City of Perth collateral at West Tech Fest events;***
- 3.14 provision of reports, data and associated information to the City of Perth for research purposes;***
- 3.15 opportunity for two City of Perth representatives (either Elected Members or Officers) to participate as part of the first round judging panel for the OzApp Awards;***
- 3.16 opportunity for an appropriately qualified City of Perth representative to participate in the final OzApp Awards Judging Panel;***

**(Cont'd)**

***3.17 exhibition space at the West Tech Fest to promote the City of Perth and its related services;***

***4. a detailed acquittal report, including all media coverage obtained, by 28 February 2017.***

**The votes were recorded as follows:**

**For: Crs Chen, Limnios and Yong**

**Against: Nil**

**MKT133/16 ARTS AND CULTURAL SPONSORSHIP 2016/17 – CIVIC PARTNERSHIP – WEST AUSTRALIAN OPERA**

**BACKGROUND:**

FILE REFERENCE: P1032432#03  
RESPONSIBLE DIRECTORATE: Economic Development & Activation  
RESPONSIBLE UNIT: Business Support and Sponsorship  
DATE: 1 August 2016  
MAP / SCHEDULE: N/A

The West Australian Opera (WAO) has requested Arts and Cultural Sponsorship of \$175,000 (exc. GST) to support the presentation of *City of Perth's Opera in the Park* at Supreme Court Gardens on Saturday, 4 February 2017.

WAO is an incorporated not-for-profit association established in 1967. WAO is Western Australia's only full time, professional Opera Company. WAO is increasingly involved in the commissioning and development of new operatic repertoire.

WAO have identified their vision as:

*We will enrich the cultural landscape by presenting high quality opera and be a source of pride for West Australians.*

WAO's four key goals are:

*1. Sustainability*

As custodians of the art form we will present, sustain, develop and ensure the long-term viability of opera.

*2. Community Engagement*

We will engage and inspire West Australians, develop and retain audiences and ensure relevancy.

*3. Artistic Vibrancy*

We will present the standard repertoire and develop the art form while increasing artistic vibrancy.

*4. Integrity*

We will act with integrity and responsibility in all that we do and provide a safe and supportive environment within which each individual can produce their best work.

**Past Support**

The City of Perth has received naming rights to the event for the past eleven years cited as *West Australian Opera Presents City of Perth's Opera in the Park*.

<b>Year</b>	<b>Sponsorship Amount</b>	<b>Supported Program</b>
<i>2005/06</i>	<i>\$40,000</i>	<i>City of Perth's Opera in the Park</i>
<i>2006/07</i>	<i>\$41,000</i>	<i>City of Perth's Opera in the Park</i>
<i>2007/08</i>	<i>\$80,000</i>	<i>City of Perth's Opera in the Park</i>
<i>2008/09</i>	<i>\$140,000</i>	<i>City of Perth's Opera in the Park</i>
<i>2009/10</i>	<i>\$142,800</i>	<i>City of Perth's Opera in the Park</i>
<i>2010/11</i>	<i>\$146,370</i>	<i>City of Perth's Opera in the Park</i>
<i>2011/12</i>	<i>\$150,176</i>	<i>City of Perth's Opera in the Park</i>
<i>2012/13</i>	<i>\$153,930</i>	<i>City of Perth's Opera in the Park</i>
<i>2013/14</i>	<i>\$157,778</i>	<i>City of Perth's Opera in the Park</i>
<i>2014/15</i>	<i>\$161,722</i>	<i>City of Perth's Opera in the Park</i>
<i>2015/16</i>	<i>\$155,000</i>	<i>City of Perth's Opera in the Park</i>

Year	Sponsorship Amount	Supported Program
<i>Requested 2016/17</i>	<b>\$175,000</b>	<b>City of Perth's Opera in the Park</b>
<i>Proposed 2016/17</i>	<b>\$160,000</b>	<b>City of Perth's Opera in the Park</b>

An acquittal report for the 2015/16 event has been received by the City of Perth and is available on the Elected Member Portal (TRIM 85016/16). The 2015 Annual Report with audited financial reports has been received. This information has been reviewed and demonstrates a satisfactory acquittal of the City's previous funding.

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Integrated Planning and Reporting Framework Implications**

**Strategic Community Plan**

Council Four Year Priorities: Healthy and Active in Perth  
S15 – Reflect and celebrate the diversity of Perth

**Policy**

Policy No and Name: 18.1 – Arts and Culture  
18.8 – Provision of Sponsorship and Donations

**Eligibility:**

Policy 18.1 establishes the principles for the City of Perth supporting Arts and Culture and these principles are used to determine the level of consistency with the program or event proposed for sponsorship funding.

Policy 18.8 establishes the criteria for the City's assessment of sponsorship applications requiring the applicant to demonstrate alignment with the policy's objectives and selection criteria as follows:

<b>Category of Sponsorship: Major Partnership</b>	
<b>Applicant Eligibility Criteria</b>	
<i>The applicant must:</i>	
Have formally identified arts and/or culture as its primary purpose.	Criteria Met
Be a formally constituted not for profit, benevolent or charitable organisation.	Criteria Met
Be an Australian legally constituted entity.	Criteria Met

<b>Project Eligibility Criteria</b>	
<i>The project must:</i>	
Provide a public outcome within the City of Perth boundaries.	Criteria met
Occur with the specified timeframe.	Criteria met
<i>The project must not be:</i>	
For profit or commercial purposes.	Criteria met
For fundraising.	Criteria met
An award ceremony or industry specific presentation.	Criteria met
Training, workshops, research or professional development.	Criteria met

**DETAILS:**

**Project Summary**

*City of Perth's Opera in the Park* is a free outdoor opera concert featuring the West Australian Opera Chorus, West Australian Symphony Orchestra, acclaimed Principal Artists, Conductor and Director and is intended to extend the experience of high quality opera to the people of Western Australia.

*City of Perth's Opera in the Park* has been presented since 1991 and is a highlight of Perth's cultural calendar. This annual performance is a highly anticipated event for residents and visitors to Perth. In recent years the event has been simulcast across the State to regional centres with additional funding from Lotterywest. These retransmission activities are also branded *City of Perth's Opera in the Park*, strengthening Perth's status as a Capital City and contributing towards making the art form accessible to thousands of Western Australians.

*City of Perth's Opera in the Park* offers a unique outdoor summer experience that contributes to the vibrancy of the City's public spaces. The event enriches the cultural landscape by presenting high quality opera in an accessible and entertaining format for all Western Australians.

In 2017, West Australian Opera (WAO) will celebrate its 50<sup>th</sup> anniversary. In recognition of this milestone WAO will deliver a landmark event by presenting an iconic *Opera in the Park* at Supreme Court Gardens. WAO will deliver a showcase event featuring innovative staging, pyrotechnics and a repertoire of much loved arias and chorus pieces.

WAO is recognised nationally for its high quality artistic program. *Opera in the Park* engages a wide audience of opera enthusiasts who regularly attend main stage productions, in addition to introducing new audiences to the art form. The event is suitable for all ages and is well attended by a diverse audience including families, young adults and seniors. WAO encourage patrons to arrive early and bring a picnic or access on-site catering. Supplementary family activities are offered to attract

families to the event. WAO is currently negotiating with Channel 7 to secure children's' entertainer Fat Cat to the 2017 *Opera in the Park* event.

The company has provided information relating to its proposed program for the 2017 *Opera in the Park* event, however, the artistic program is currently embargoed until the official 2017 Annual Season Launch in October 2016. It is likely that WAO will deliver a showcase event, contributing to vibrancy in the City's public spaces.

**Venue**

Supreme Court Gardens

**Times and Dates**

Saturday, 4 February 2017

**Ticket Prices**

The event is free for the general public to attend.

**ASSESSMENT:**

The application was measured against the objectives and criteria outlined in the Arts and Cultural Sponsorship Guidelines and in accordance with Policy 18.1 – Arts and Culture and Policy 18.8 – Provision of Sponsorship and Donations.

The identified objective of an *Arts and Cultural Major/Civic Partnership* is to support arts and cultural activities that:

- Facilitate the dynamic celebration of the city through major arts and cultural festivals and activities;
- Enhance social well-being and encourage community;
- Provide support for the City's key arts and cultural organisations to provide high quality arts and cultural experiences; and
- Contribute to the economy of the city.

**The project must demonstrate shared objectives as a Major Partner**

In recent years *Opera in the Park* has consistently achieved full capacity attendances. Its popularity remains strong with many people choosing to return each year. Styled as a Gala Concert, the 2017 *Opera in the Park* is likely to be a celebration of artistic achievement and elevate the cultural standing of the City of Perth.

In 2017, WAO expects to attract 15,000 people to Supreme Court Gardens for the performance. 3,000 people are expected to view the performance via live simulcast throughout the State.

WAO is the State's flagship professional opera company and produces an annual season of main stage productions at His Majesty's Theatre, a regional program, an education program and auxiliary activities including concerts and community events. WAO's offices and a significant proportion of the company's annual program, including their largest event, *Opera in the Park*, is located within the City of Perth local government boundaries.

It is anticipated local businesses will benefit from increased patronage at restaurants and bars within close proximity to Supreme Court Gardens, particularly in Barrack Square and Elizabeth Quay and city train stations and bus ports. WAO works closely with the City of Perth to encourage city businesses to undertake mobile trading at the event. It is anticipated that there will be substantial use of the City's parking facilities on the evening of the event and patrons will be encouraged to use public transport services. Economic benefits to the City of Perth are expected to extend throughout the weekend as some audience members elect to book city based accommodation.

WAO employs approximately 200 part time staff to deliver the event and 15,000 people are expected to attend the event at Supreme Court Gardens. The City's economic impact tool, REMPLAN Economic Modelling and Planning System, indicates the minimum total economic benefit to the local economy is estimated to be \$2,306,000.

### **The project must be of high artistic quality/cultural relevance**

WAO is Western Australia's only full-time, professional Opera Company. The company has a national reputation for delivering high quality productions. WAO has partnered with international opera companies and artists and is increasingly involved in the commissioning and development of new repertoire.

*Opera in the Park* is presented at a consistently high standard and will feature the West Australian Opera Chorus, West Australian Symphony Orchestra, acclaimed Principal Artists, Conductor and Director. An international Principal Baritone will be accompanied by other WAO principal singers, the WASO Chorus and Orchestra.

In 2016, approximately 20,000 people experienced *Opera in the Park* either in person or via a regional telecast.

**The organisation must have an established relationship with the City of Perth and has demonstrated a high standard of service and program delivery**

WAO is a not-for-profit association and has a professional management and creative team. Key personnel have many years of experience in managing large scale events.

WAO has successfully delivered this event since 1991. WAO annually conducts a review of the production to ensure that it continues to achieve a high presentation standard. Big screens will be erected on site for access to subtitles and a better viewing experience.

As a gala event, specialist lighting and effects together with costume and props will complement the performance rather than elaborate sets which appear in the company's main stage productions.

WAO has submitted an audited annual report with its application for arts and cultural sponsorship and over many years as a partner to the City of Perth has delivered all projects, benefits, reporting and acquittal documentation to a satisfactory standard.

**Applicants must demonstrate a financial contribution to the project derived from other sources**

As a major sponsor of *Opera in the Park* and the regional broadcast, WAO have estimated Lotterywest's contribution to the *2017 Opera in the Park* as approximately 29% of the total project cost, however, this funding is yet to be confirmed.

The City of Perth has been requested to provide \$175,000 cash (excluding GST) in arts and cultural sponsorship towards the event.

The recommended City of Perth contribution (\$160,000) represents approximately 20% of the cost of the project.

**The event must be accessible to the public and a significant component of the supported program should be free or low cost.**

*Opera in the Park* is a high profile cultural event that enhances social vibrancy by contributing to the increased availability of diverse art forms accessible for the residents and visitors of the city. As a free performance set against the backdrop of the Swan River and the Perth city skyline, this event highlights the natural and built landscape of the city, increasing recognition of the city as a Capital City and encouraging people of all ages and backgrounds to enjoy opera.

### **Acknowledgement**

For \$160,000 (exc. GST) the applicant will be required to provide the benefits as outlined in items 2.1 to 2.13.



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**FINANCIAL IMPLICATIONS:**

ACCOUNT NO: 9372 5000 7901  
BUDGET ITEM: Recreation and Culture – Other Culture –  
Donations and Sponsorship  
BUDGET PAGE NUMBER: TBA  
**BUDGET ITEM**  
BUDGETED AMOUNT: \$155,000  
AMOUNT SPENT TO DATE: \$0  
PROPOSED COST: \$155,000  
BALANCE: \$0

The \$5,000 (exc. GST) deficit from within the allocated budget item can be met from an alternative Business Support and Sponsorship Unit line item. All figures quoted in this report are exclusive of GST.

**COMMENTS:**

WAO has requested \$175,000 in arts and cultural sponsorship to support the event. The recommended sponsorship of \$160,000 represents a 3% increase from 2015/16, and is recommended in consideration of the increased production costs associated with a gala anniversary event.

In 2015/16 WAO paid \$12,145.30 in site fees to stage *Opera in the Park* at Langley Park. A refundable bond of \$5,000 is included in this amount. An additional \$2,475 was paid in off-street parking and approximately \$1,600 was paid to the City for the advertisement of road closures relating to the event. In total, \$11,220 in out-of-pocket expenses was paid to the City of Perth for site hire and associated costs, it is anticipated the City will receive a similar amount in fees and charges in 2017.

The City of Perth has negotiated the removal of all ticketing and hospitality and replaced this with access to artists for performances at key City of Perth sites to leverage marketing, artistic and cultural objectives (Recommendations 2.12 & 2.13).

**4.43pm**            **The International Engagement Officer, Ms Smith and International Engagement Officer, Ms Ashling departed the meeting.**

***Moved by Cr Chen, seconded by Cr Yong***

***That Council:***

- 1. approves cash Arts and Cultural Sponsorship – Civic Partnership, of \$160,000 (excluding GST) to the West Australian Opera;***

***(Cont'd)***

2. *notes that West Australian Opera will provide the following event and sponsorship benefits to the City of Perth:*
  - 2.1 *a free outdoor opera concert at Supreme Court Gardens on Saturday, 4 February 2017;*
  - 2.2 *naming rights to the event to be cited as 'West Australian Opera presents City of Perth's Opera in the Park';*
  - 2.3 *inclusion of the City of Perth crest and acknowledgement as 'Civic Partner' on the sponsors page of all West Australian Opera programs for the 2017 Annual Season;*
  - 2.4 *display of City of Perth banners (supplied by the City of Perth) at Supreme Court Gardens for the duration of the event;*
  - 2.5 *inclusion of the City of Perth crest on all advertising print and promotional material related to 'Opera in the Park';*
  - 2.6 *acknowledgement of the City of Perth in all electronic marketing and promotional material related to 'Opera In The Park';*
  - 2.7 *inclusion of a City of Perth Television Commercial (provided by the City of Perth) or crest displayed on the screens prior to and post event;*
  - 2.8 *dedicated full page acknowledgement of partnership in the 'Opera in the Park' programme;*
  - 2.9 *invitation for the Lord Mayor, or representative, to speak and officially welcome the audience at the 'Opera in the Park' event;*
  - 2.10 *opportunity for the Lord Mayor to contribute a foreword in the 'Opera in the Park' programme;*
  - 2.11 *dedicated full page acknowledgement of sponsorship in West Australian Opera's annual season brochure (circulation 15,000);*
  - 2.12 *two performances, at a time and place agreed by the City of Perth, featuring WA Opera Young Artist and accompanist at no charge to the City of Perth (New Benefit);*

*(Cont'd)*

*2.13 opportunity to use the Puccini Room on Level 3 at His Majesty's Theatre for City of Perth functions and events (New Benefit);*

**3. notes that on completion of the project West Australian Opera is required to provide to the City of Perth:**

**3.1 an event acquittal report within three months of project completion;**

**3.2 an audited financial report of West Australian Opera at the end of the relevant financial year.**

The votes were recorded as follows:

**For: Crs Chen, Limnios and Yong**

**Against: Nil**

## **MKT134/16 WORLD TOURISM CITIES FEDERATION (WTCF) – OBSERVER MEMBERSHIP OPPORTUNITY**

### **BACKGROUND:**

FILE REFERENCE: P1003849-4  
REPORTING UNIT: Economic Development Unit  
RESPONSIBLE DIRECTORATE: Economic Development and Activation  
DATE: 2 August 2016  
SCHEDULE: Schedule 2 - WTCF Membership List

The World Tourism Cities Federation (WTCF) is the world's first non-profit, non-governmental international tourism organization initiated by Beijing with a focus on cities. WTCF serves as a bridge for exchange and acts as a conduit between member cities to cooperate on tourism initiatives with a focus on better city life through tourism.

Members include over 100 world tourism cities, and over 50 institutional members comprising airlines, airports, hotel groups, travel agencies, financial companies and other major tourism related enterprises. See the membership lists in Schedule 2.

WTCF is made up of the General Assembly WTCF's official business discussion and decision making institution; the Council WTCF's decision-making and implementing institution and the Secretariat WTCF's daily administrative management institution.

The Headquarters and the Secretariat of the WTCF are located in Beijing, with the official languages being Chinese and English. There are four branches under WTCF, which are the Expert Committee, the Committee of Civil Aviation, the Committee of Tourism Related Businesses and the Committee of Media Organizations.

WTCF has six platforms to promote exchange and cooperation between members, enhance the promotion ability of serving members and promote the sustainable development of world's tourism industry. This includes:

- Information platform;
- Academic platform;
- Digital platform;
- Activity platform;
- Cooperation platform; and
- Training platform.

A request was made at the Marketing, Sponsorship and International Engagement Committee meeting held on 14 June 2016 to investigate the City of Perth becoming a member. It was noted that the City of Melbourne had recently joined the WTCF.

A memorandum update was provided to all Elected Members via email by the Acting Director Economic Development and Activation on 19 July 2016 (TRIM 119761/16) which highlighted the potential benefits and costs of becoming active members of the WTCF and potential implications of financing and resourcing certain WTCF initiatives involved in full membership.

Since this time the Senior Commissioner of the Liaison Department of the WTCF has clarified the opportunity for the City of Perth to become an "Observer Member" of the WTCF, which in effect would allow the City of Perth to trial being a part of the WTCF network for no fee and determine from there (with no ongoing commitment or additional costs) the potential benefits of being a more active full WTCF member.

The WTCF has confirmed that the City of Perth will be able to utilise free resources relating to Chinese economic trends, consumer behaviour and other market research as a part of being an Observer Member. It was also clarified that there would be no expectation for the City to bid for potentially high expense initiatives like the annual Summit.

**LEGISLATION / STRATEGIC PLAN / POLICY:**

**Legislation** N/A

**Integrated Planning and Reporting Framework Implications** **Corporate Business Plan**  
Council Four Year Priorities: Perth as a Capital City  
S6 Maintain a strong profile and reputation for Perth as a City that is attractive for investment  
6.2 Undertake a review of the City's Tourism Framework

**Policy**

Policy No. and Name: N/A

**DETAILS:**

WTCF focusses on upgrading cities attractiveness as international tourism destinations, improving service quality and efficiency of tourism cities, enhancing brand image and promoting economic and socially harmonious development by facilitating a cooperation platform among cities and organizations.

The inaugural conference of WTCF was held on 15 September 2012 in Beijing.

Summits are held bi-yearly and member cities may bid to host, with the host city generally covering associated costs for delegates including accommodation, travel, catering etc.

The last Global Summit was held in Morocco on Monday, 14 and Tuesday, 15 September 2015.

The next Global Summit will be held in Chongqing on Monday, 18 September to Friday, 22 September 2016.

**Services to Members**

Convention and Exhibition Services

WTCF invites members to provide tourism resources and product information to present at exhibitions. This service is free of charge and over 3000 copies have been distributed at exhibitions in the past. WTCF also organise or represent member cities at international tourism exhibitions and Chinese inbound tourism exhibitions and fairs targeting the Chinese market.

### Branch Communication Activities

WTCF regularly holds middle and small sized themed forums to discuss industry focal points, hot topics and design products.

### We Media Marketing Platforms

Member cities are provided with direct links to the WTCF website to provide online promotion and provide tourist information services. This tourism promotion and marketing service system integrates the internet, mobile media, social media and print media allowing members to share information and promote products. We Media is also a platform for travellers to get information and consumer services.

The website hosts brand promotion, information releases, latest developments and academic reports. It also hosts all city members tourism information such as scenery, cultural heritage, traditions, customs, and travel guides.

The WTCF newsletters aim to provide tourism information for members and partners.

The bi-monthly WTCF magazine is sent to over 8000 subscribers in electronic and print versions.

The World Tourism Cities App is a travel information app. By searching, tourists can get information about members, such as natural conditions, language, currency, climate, transportation and emergency contacts.

The WeChat account of WTCF is designed to provide a multi-level exchange platform. Through this channel, members can establish brand awareness and post topics, product information and events tourists are interested in. WTCF's WeChat account sends five pieces of information each day, including "Member City Tours", Member News, Industry News, Expert Opinion columns and releases discount information on tourism resources and products in destinations to attract visitors.

### Media Exclusive Product

Tourism Geography Magazine is a member of the WTCF's Media Organizations Committee and is issued on China's high-speed railway lines, with over 100 million high-end professional readers. This magazine is devoted to providing domestic and international tourism information for Chinese business travellers.

Fresh View Interaction TV Channel is a media member of WTCF. It airs 24 hours a day interactive programs for 12.6 million households. Member cities can feature their own promotional films at a discounted rate to members.

### Tourism Program Financing Services

As a WTCF member, China Association of Private Equity (CAPE) recognises WTCF's development ideology and its platform role. CAPE is an influential voluntary organisation in the Chinese and international equity investment sector. CAPE and WTCF recommend high quality projects and investment cooperation opportunities to WTCF members.

### Market Research and Consulting Service

WTCF has expert committee resources, academic research resources, database and partner resources, and is committed to conducting research on global and Chinese tourism market, providing consulting and training services and establishing an information and market research platform to share with member cities.

Working with other organisations, WTCF publishes a series of research reports such as China Outbound Tourism Market Report. WTCF conducts the market survey on Chinese outbound tourist consumption behaviour and regularly release the Market Research Report on Chinese Outbound Tourist (City) Consumption Partner resources and case studies.

### Strategic Consulting Services

WTCF organise specialists, buyers of source market, tourism investment enterprises, media and other high-end tours to visit destinations to diagnose the needs of members in line with the demands of member cities.

WTCF can also provide customised training according to member's requests such as case analysis of destination marketing targeted at Chinese cities or Chinese outbound tourist culture, behaviour and consumption training.

### **Potential Benefits of WTCF Observer Membership to Consider**

- The sharing of tourism development experience and cooperation with other member cities and organisations;
- Increase Perth's attractiveness as international tourism destinations and awareness of Western Australia's and Perth's brand image to the Chinese market as well as promotion of Perth to increase awareness and provide service knowledge for tourists through the WTCF website;
- Existing marketing material can be presented at exhibitions free of charge;
- Receive academic and Market Research reports and consultative services to the City of Perth which may assist local business understanding of where their product fits internationally and select the right markets for their product;

- WTCF will conduct research in line with the member's needs, such as tourism behaviour and attitude research, consumption behaviour, tourism demand research, new tourism product testing research, tourism product optimisation research, advertisement placement effect research and destination marketing strategy research;
- Potential to feature in China's high-speed railway line magazine, with over 100 million high end professional readers;
- WTCF will provide member cities with quarterly statistical analysis of the tourism reservation made by Chinese outbound tourists in destinations;
- Contacts can be made through travel agencies, banks, hotels, payment platforms and other WTCF member businesses;
- WTCF facilitates tourism promotion of its members in China and global markets e.g. Air China, Beijing Capital Airport, TUI AG (largest leisure, travel and tourism company in the world), Union Pay and China Daily (English language newspaper);
- At their summit forums, high end exchanges and cooperation attract representatives and policy makers of various tourism cities and regions as well as state leaders. More than 50 Mayors and leading representatives of tourism authorities from such cities as Barcelona, Buenos Aires, Los Angeles and London. There is opportunity for a City of Perth representative to attend or for the City of Perth to receive information and outcomes that took place at the Summit at no cost;
- Provision of academic and data support WTCF will deliver weekly and monthly publications with findings; and
- With its headquarter located in Beijing, China and 24 Chinese tourism cities such as Hong Kong, Macau, Shanghai, Tianjin, Chongqing, Nanjing, etc. the WTCF is directly connected with tourism administrative authorities of various cities and with big tourism wholesalers.

#### **Potential Cons of WTCF Observer Membership to Consider**

- Expectation of the City of Perth representatives attending the WTCF General Assembly, summits and conferences, etc. i.e. international travel expectation and policy implementation as this initiative is currently unbudgeted for;
- Membership fees may be established over time (The City of Perth can withdraw membership at any time, however and the current observer membership is cost free);
- The City of Perth is unlikely to resource all of the various initiatives the WTCF offers as some are currently functions of State agencies such as Tourism WA (TWA);
- The current structure and website of the WTCF has numerous platforms and committees which could be resource intensive to gain benefit from if the City of Perth proposed to be active in all areas of WTCF activity, however there could be suitable platforms under Observer Membership which allow the City



additional promotion opportunities and reach into the Chinese market through existing initiatives;

- The City of Perth discussed this opportunity with the City of Fremantle and TWA and both declined to become a joint member at this point in time, however, TWA did note that the City of Perth could benefit from the exposure of being WTCF members;
- Many of the research outputs of the WTCF are comparable to existing services provided by State and National bodies, for instance tourism research received from the Tourism Council of Australia (TCA), TWA and the Tourism Council WA (TCWA); and
- The City of Perth has recently negotiated sponsorships with peak Tourism bodies such as StudyPerth and Perth Convention Bureau so some level of coordination may be required with any initiatives proposed as well as initiatives proposed by the State (i.e. \$30 million for business, sporting and entertainment events to attract visitors to WA as well as an additional \$1 million for an expanded Chinese New Year package aimed at building further links with China and neighbouring countries).

**FINANCIAL IMPLICATIONS:**

ACCOUNT NO:	CL 43 B20000 7248
BUDGET ITEM:	Subscriptions and membership
BUDGET PAGE NUMBER:	83
BUDGETED AMOUNT:	\$34,200
AMOUNT SPENT TO DATE:	\$ 0
PROPOSED COST:	\$ 0
BALANCE:	\$ 34,200

The proposed recommendation relates to Observer Membership and would not incur any costs to the City of Perth. Based on experience as an Observer Member, the City of Perth could at a later date determine if budget allocations should be considered in the future in response to demonstrated outcomes and value to the Perth tourism sector being achieved.

**COMMENTS:**

The WTCF has confirmed that an Observer Membership offers similar benefits to being an active WTCF member and has advised they would provide media resources, market research and related Chinese tourism data free of charge. This would in effect be a trial without any obligations or voting rights. WTCF have also highlighted that the benefit Observer Membership may have in increasing Perth's exposure and connectedness with their networks through a no cost trial.

The issue of the potential cost of active membership through initiatives like the Summit has been clarified as only being required for Cities that wish to bid for such an opportunity and that this is not an obligation for Observer Members. The Economic Development Unit would propose to only use existing promotional materials and content to feed into the promotional opportunities, thereby ensuring no additional expenditure is required for the trial or servicing Observer Membership.

Observer Membership can be confirmed through an application form that requires a brief account of the City of Perth. In light of being able to determine potential (or future) benefits of the WTCF network to the City of Perth without any financial obligation, a trial observer membership for duration of 12 months with an interim report to update the Marketing, Sponsorship and International Engagement Committee on any benefits and progress is recommended.

***Moved by Cr Limnios, seconded by Cr Chen***

***That the Marketing, Sponsorship and International Engagement Committee:***

- 1. approves the proposed trial Observer Membership of the World Tourism Cities Federation (WTCF) noting the considerations related to being an Observer Member;***
- 2. receive a further report related to experience of being an Observer Member of the WTCF within six months.***

The votes were recorded as follows:

**For: Crs Chen and Limnios**

**Against: Cr Yong**

**MKT135/16 MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN**

Nil

**MKT136/16 GENERAL BUSINESS**

**Responses to General Business from a Previous Meeting**

Nil

**New General Business**

Nil

**MKT137/16 ITEMS FOR CONSIDERATION AT A FUTURE MEETING**

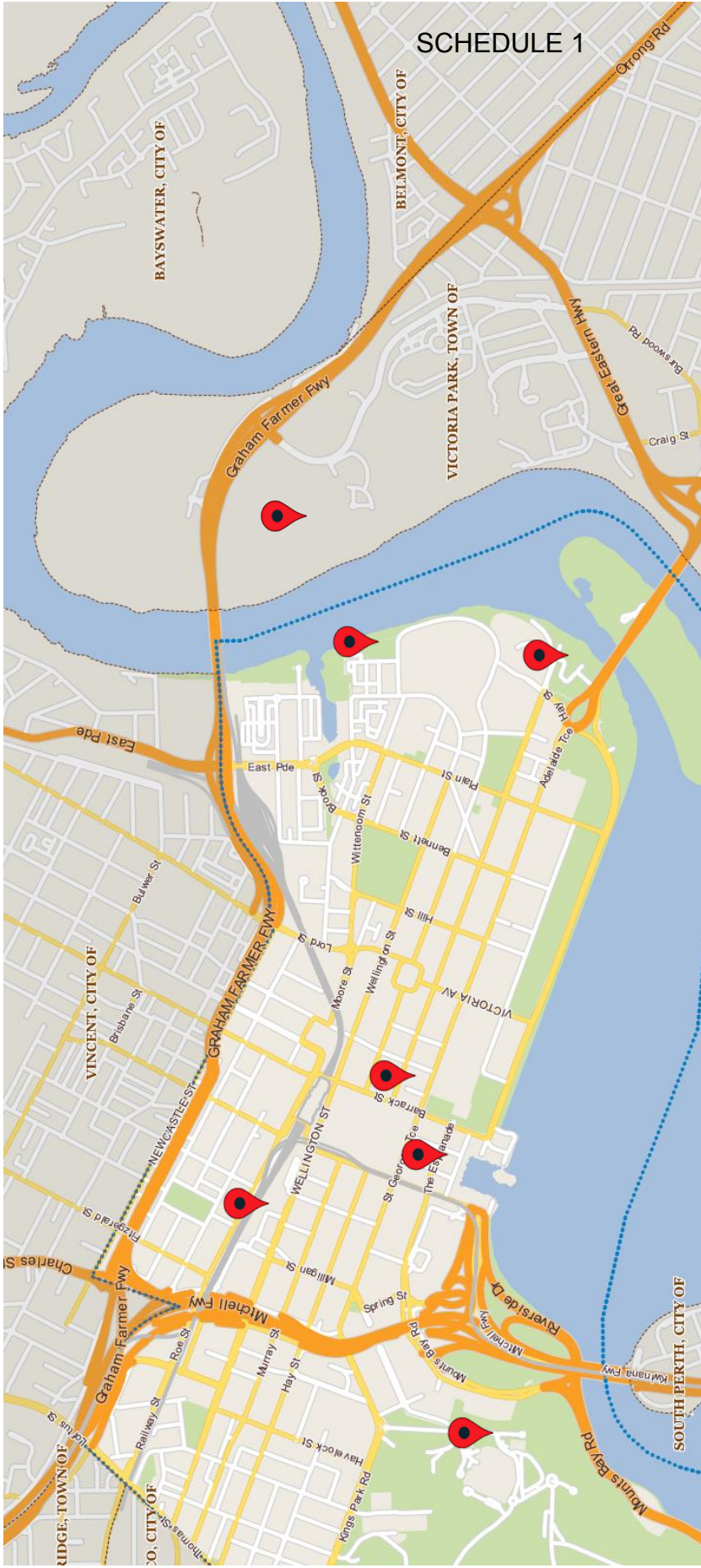
**Outstanding Items:**

Nil

**MKT138/16 CLOSE OF MEETING**

**4.58pm**            There being no further business the Presiding Member declared the meeting closed.

**SCHEDULES  
FOR THE MINUTES OF THE  
MARKETING,  
SPONSORSHIP &  
INTERNATIONAL  
ENGAGEMENT COMMITTEE  
MEETING HELD ON  
16 AUGUST 2016**



**SCHEDULE 1**

**2016 NEDA Conference - Pre-Conference Technical Tour - Proposed points of interest**

1. Starting point: The Vines Resort, Swan Valley
2. Midland Oval Precinct
3. Midland Railway Workshops
4. Perth Stadium
5. Swan River Pedestrian Bridge – Nile Street, East Perth
6. Waterbank
7. City of Perth Library /Cathedral Square – walking tour
8. Elizabeth Quay
9. Perth City Link
10. Kings Park

SCHEDULE 2

City Members and Corporate Members

<p><b>A</b></p> <ul style="list-style-type: none"> <li>• Abidjan</li> <li>• Abuja</li> <li>• Almaty</li> <li>• Alftay</li> <li>• Amsterdam</li> <li>• Anuradhapura</li> <li>• Astana</li> <li>• Athens</li> </ul>	<p><b>B</b></p> <ul style="list-style-type: none"> <li>• Bandung</li> <li>• Bangkok</li> <li>• Barcelona</li> <li>• Beijing</li> <li>• Berlin</li> <li>• Belfast</li> <li>• Boston</li> <li>• Brussels</li> <li>• Budapest</li> <li>• Buenos Aires</li> <li>• Busan</li> <li>• Belgrade</li> </ul>	<p><b>C</b></p> <ul style="list-style-type: none"> <li>• Cairo</li> </ul>	<p><b>H</b></p> <ul style="list-style-type: none"> <li>• Hangzhou</li> <li>• Hamburg</li> <li>• Harbin</li> <li>• Helsinki</li> <li>• Hong Kong</li> <li>• Houston</li> </ul>	<p><b>J</b></p> <ul style="list-style-type: none"> <li>• Jakarta</li> <li>• Jiaozuo</li> </ul>	<p><b>K</b></p> <ul style="list-style-type: none"> <li>• Kathmandu</li> <li>• Kunming</li> </ul>	<p><b>L</b></p> <ul style="list-style-type: none"> <li>• Lisbon</li> <li>• London</li> <li>• Los Angeles</li> <li>• Luoyang</li> </ul>
<p><b>M</b></p> <ul style="list-style-type: none"> <li>• Macau</li> <li>• Malacca</li> <li>• Marigot</li> <li>• Milan</li> <li>• Minsk</li> <li>• Monterrey</li> <li>• Moscow</li> <li>• Mudanjiang</li> <li>• Madrid</li> <li>• Marrakech</li> <li>• Montreal</li> <li>• Montevideo</li> <li>• Melbourne</li> </ul>	<p><b>N</b></p> <ul style="list-style-type: none"> <li>• Nairobi</li> <li>• Nanjing</li> <li>• Nice</li> <li>• Nicosia</li> <li>• Nadi</li> </ul>	<p><b>O</b></p> <ul style="list-style-type: none"> <li>• Ottawa</li> </ul>	<p><b>P</b></p> <ul style="list-style-type: none"> <li>• Paris Ile de France</li> <li>• Penang State</li> <li>• Phnom Penh</li> <li>• Plovdiv</li> <li>• Pomorie</li> <li>• Prague</li> <li>• Punta del Este</li> </ul>	<p><b>Q</b></p> <ul style="list-style-type: none"> <li>• Qingdao</li> <li>• Quito</li> </ul>	<p><b>R</b></p> <ul style="list-style-type: none"> <li>• Rabat</li> <li>• Riga</li> <li>• Rome</li> </ul>	<p><b>S</b></p> <ul style="list-style-type: none"> <li>• San Francisco</li> <li>• Sanya</li> <li>• Sapporo</li> <li>• Seoul</li> <li>• Shanghai</li> <li>• Sofia</li> <li>• Sevilla</li> </ul>

## City Members and Corporate Members

T	V	W	X	Y	Z
<ul style="list-style-type: none"> <li>• Taiyuan</li> <li>• Tanjung Pandan</li> <li>• Tel Aviv</li> <li>• Thessaloniki</li> <li>• Tianjin</li> <li>• Turin</li> <li>• Toronto</li> </ul>	<ul style="list-style-type: none"> <li>• Valletta</li> <li>• Vancouver</li> <li>• Varna</li> <li>• Veliko Tarnovo</li> <li>• Victoria</li> <li>• Vienna</li> </ul>	<ul style="list-style-type: none"> <li>• Wales</li> <li>• Washington</li> <li>• Wellington</li> <li>• Wuhan</li> </ul>	<ul style="list-style-type: none"> <li>• Xi'an</li> <li>• Xiamen</li> </ul>	<ul style="list-style-type: none"> <li>• Yangzhou</li> </ul>	<ul style="list-style-type: none"> <li>• Zhangjiajie</li> <li>• Zurich</li> </ul>

## SCHEDULE 2

### Examples of Corporate Members

• Abercrombie & Kent
• Air China Limited
• China Association of Private Equity
• China International Travel Service Limited China Travel Service Head Office Co., Ltd.
• Club Med
• Beijing Tourism Group
• TUI AG
• JTB Corp.
• Four Seasons Hotels and Resorts
• MasterCard
• Hong Kong Airlines
• BTG International Travel & Tours